

Cooperative Marketing Summary

Fiscal Year Ending June 30, 2019



Strengthen Missouri communities through the power of travel.

SECTION I. PROGRAM OVERVIEW

The Missouri Division of Tourism's (MDT) Cooperative Marketing Programs include the Marketing Matching Grant (MMG), Marketing Platform Development (MPD) and the Search Engine Marketing (SEM) Partnership. Since its inception in fiscal year 1995, the Cooperative Marketing Program has awarded over \$63 million toward the support of local performance-based tourism marketing projects.

Cooperative Marketing Goals:

- Support and further the Missouri Division of Tourism's overall annual marketing strategy as outlined in the annual marketing plan and position Missouri to compete more effectively for travel and tourism market share.
- Create programs based on the common marketing goals of MDT and its Destination Marketing Organizations (DMOs), thereby creating mutually beneficial marketing executions.
- Create a program that is efficient to implement for both MDT and its partners.

Administration:

MDT administers the Cooperative Marketing Programs on behalf of the Missouri Tourism Commission, which reserves the right to make all final decisions. MDT worked with both Madden Media and H&L Partners to administer the Cooperative Marketing Programs.

Cooperative Marketing Program Advisory Committee:

The advisory committee, comprised of ten tourism industry professionals representing each of the five regions of the state, provides valuable customer input about program design and administration of the program.

Cooperative Marketing Opportunities:

- **Marketing Matching Grant** – The Marketing Matching Grant (MMG) is a 50/50 matching program for pre-approved leisure travel advertising completed in pre-approved media markets. Project reporting and reimbursement requests are due quarterly with a final Project Summary Report due at the end of the fiscal year. Award amounts were based on the County Tourism Level (CTL) of the certified DMOs.
- **Marketing Platform Development** – The Marketing Platform Development (MPD) is a 50/50 matching program for a one-time, pre-approved marketing investment that are utilized beyond the fiscal year of the initial investment. The Project Summary Report and reimbursement request is due at the end of the project. This grant is specifically for DMOs with a CTL of 4 or less and can also be utilized by regional partnerships. Each individual grant has a cap of \$5,000 in matching funds.
- **Search Engine Marketing Partnership** – The Search Engine Marketing (SEM) Partnership is not a reimbursement grant; however, it is a dynamic and

powerful cooperative marketing tool. The program allows DMOs to send a steady stream of qualified traffic to their website. The unified effort drives traffic to their site without competing with the state or other Missouri participants. The program is a 50/50 match with minimums and maximums based on various budget levels. SEM participants pay Madden Media directly and reporting is not required for the program.

SECTION II. FY2019 COOPERATIVE MARKETING ANALYSIS

FY2019 Analysis:

MDT approved 44 tourism marketing projects in the matching grant programs and the awards totaled approximately \$2.5 million. In addition, MDT had a SEM investment of \$257,000. MDT and partners' combined investments led to a \$5.5 million budget for local industry partners to market their destinations.

Upon completion of each matching grant project, participants submit summary reports assessing the outcome of the funded marketing activities. The following pages contain an analysis of participant-provided statistical data for program-wide measurement.

The MMG dollars purchased media advertising which includes television, magazines, radio, inserts, billboards and digital marketing. In-state marketing accounted for 41 percent of the budget, with the remaining 59 percent focused on the out-of-state market.

The chart below details the dollars that were made available and the actual dollars expended for FY2019 advertising and marketing activities in each the programs. This figure includes both MDT and DMO contributions.

FY19 Summary of Cooperative Marketing Investments					
<u>Coop Opportunity</u>	<u>Participating Organizations</u>	<u>Amount Awarded* by MDT</u>	<u>Amount Reimbursed ** by MDT</u>	<u>DMO Contribution</u>	<u>Total of Projects</u>
Marketing Matching Grant	29	\$ 2,491,294	\$ 2,425,030	\$ 2,485,385	\$ 4,910,415
Marketing Platform Development	15	\$ 48,875	\$ 37,980	\$ 37,980	\$ 75,960
Search Engine Marketing	30	\$ 257,635	\$ 257,636	\$ 257,636	\$ 515,272
Totals		\$ 2,797,804	\$ 2,720,646	\$ 2,781,001	\$ 5,501,647

* Award refers to the amount of money contracted and available for the DMO to request

** Reimbursed refers to the actual dollar amount transferred to the DMO upon request

Statistical Data:

Outcomes for Marketing Matching Grant:

Roughly 90 percent of the cooperative marketing funds were used for the MMG. The participants provide main objectives of the project, gauge the extent to which the objectives were met and comment on the degree of success. The comments can be found in the "Individual Projects" section of the report.

The level of research required for each project is commensurate with the CTL and the amount of state funding provided. This research provides not only important data, but also valuable insight into Missouri tourism marketing trends at the local level.

The information below summarizes dollars awarded by MDT and reimbursed for the MMG program by DMO and county designation.

Marketing Matching Grant			
<i>County</i>	<i>DMO</i>	<i>Awarded</i>	<i>Reimbursed</i>
Adair	Kirksville Area Chamber	\$ 4,458	\$ 3,422
Benton	Benton County Tourism	\$ 3,849	\$ 3,849
Boone	City of Columbia CVB	\$ 92,141	\$ 92,141
Buchanan	Buchanan County	\$ 47,985	\$ 47,728
Camden/Miller/Morgan	Lake Ozarks Tri-County Lodging	\$ 188,513	\$ 188,513
Cape Girardeau	Cape Girardeau CVB	\$ 29,495	\$ 20,543
Clay	Clay County Tourism	\$ 134,418	\$ 134,418
Cole	Jefferson City CVB	\$ 23,808	\$ 23,263
Cooper	City of Boonville Tourism Dept.	\$ 2,742	\$ 1,542
Crawford	City of Cuba	\$ 14,229	\$ 3,652
Franklin	Washington Area Chamber	\$ 12,826	\$ 12,619
Greene/Polk/Christian	Springfield CVB	\$ 294,765	\$ 294,765
Henry	Clinton Tourism Association	\$ 4,866	\$ 2,127
Jackson	Visit KC	\$ 325,613	\$ 306,073
Jasper	Carthage CVB	\$ 15,806	\$ 14,496
Johnson	Warrensburg CVB	\$ 7,161	\$ 6,043
Laclede	City of Lebanon	\$ 21,265	\$ 17,526
Lafayette	Lexington Tourism Commission	\$ 3,431	\$ 3,431
Marion/Ralls	City of Hannibal CVB	\$ 47,985	\$ 47,985
Pettis	Sedalia CVB	\$ 8,325	\$ 2,625
Pike	Louisiana CVB	\$ 2,500	\$ 0
Platte	Platte County Visitors Bureau	\$ 17,030	\$ 17,030
Pulaski	Pulaski County CVB	\$ 40,649	\$ 38,017
Randolph	Moberly Area Chamber	\$ 9,210	\$ 8,014
St. Charles	City of St. Charles Tourism Dept.	\$ 188,513	\$ 188,513
St. Louis/City	St. Louis CVC	\$ 325,613	\$ 325,613
Ste. Genevieve	City of Ste. Genevieve Tourism	\$ 4,113	\$ 3,270
Stone	Table Rock Lake/Kimberling City	\$ 294,372	\$ 292,199
Taney	Branson/Lakes Area Chamber /CVB	\$ 325,613	\$ 325,613
Totals		\$ 2,491,294	\$ 2,425,030

Cooperative Marketing Summary | 2019

Through the MMG, each participating DMO can choose to advertise within six different marketing mediums. The chart below summarizes the number of ads/campaigns placed within the MMG program by media type. These figures show contributions by both MDT and DMOs.

MMG Media Breakout			
<u>Media Type</u>	<u>Number of Ad/Campaigns</u>	<u>Amount Invested</u>	<u>Percent of MMG</u>
Print	225	\$ 746,383	15.2%
Billboards	20	\$ 108,029	2.2%
Television	12,464	\$ 2,028,001	41.3%
Radio	548	\$ 132,581	2.7%
Digital	18,794	\$ 1,473,125	30.0%
SEM	137	\$ 422,296	8.6%
Totals	32,188	\$ 4,910,415	100%

Outcomes for Marketing Platform Development:

In FY2019, the MPD program represented less than 2 percent of the total coop appropriations with four participants. These funds are available to certified and non-certified DMOs with a CTL of four or lower. Each grant is not to exceed \$5,000 and can only be used for a one-time platform investment.

The below table summarizes dollars awarded and reimbursed for the MPD program by DMO and county designation. This figure shows contributions by MDT only.

Marketing Matching Grant			
<i>County</i>	<i>DMO</i>	<i>Award</i>	<i>Platform</i>
Benton	Benton County Tourism	\$ 2,150	Marketing Strategy
Buchanan	Buchanan Co. Tourism Board	\$ 5,000	Visual Asset Procurement
Clay/Ray	Downtown Excelsior Springs	\$ 1,245	Visual Asset Procurement
Cole	Jefferson City CVB	\$ 4,075	Visual Asset Procurement
Crawford	City of Cuba Tourism Commission	\$ 5,000	Marketing Strategy
Iron	Iron County Economic Partnership	\$ 4,875	Website Development
Jasper	Carthage CVB	\$ 4,250	Website Development
Nodaway	City of Maryville Tourism	\$ 5,000	Marketing Plan Development
Nodaway	Greater Maryville Chamber	\$ 5,000	Visual Asset Procurement
Pike	Louisiana Visitors & Convention Bureau	\$ 1,750	Social Media Strategy
Platte	Parkville Community Development	\$ 2,780	Website Development
Randolph	Moberly Area Chamber of Commerce	\$ 250	Creative Design
Saline	Marshall-Saline Development	\$ 2,500	Marketing Strategy
St. Louis	MO-Moto Trail Riders OHV	\$ 5,000	Economic Impact Study
	Totals	\$ 48,875	

Outcomes for the Search Engine Marketing Partnership:

The SEM Partnership is available to both certified and non-certified DMOs in the state. The program was provided through MDT's partner, Madden Media. In FY2019, 29 DMOs participated.

The below chart summarizes the total dollars invested by MDT in the SEM Partnership. This figure shows the total amount contributed by MDT only.

Search Engine Marketing		
County	DMO	MDT Contribution
Boone	Columbia CVB	\$ 7,500
Buchanan	St. Joseph CVB	\$ 16,500
Camden	Lake of the Ozarks Golf Trail	\$ 4,325
Camden/Miller/Morgan	Lake of the Ozarks CVB	\$ 21,600
Cape Girardeau	Cape Girardeau	\$ 13,000
Clay	Clay County	\$ 6,000
Clay	Liberty MO CVB	\$ 3,000
Cole	Jefferson City CVB	\$ 18,750
Franklin	Washington	\$ 3,000
Gasconade	Hermann	\$ 12,000
Greene/Polk/Christian	Springfield CVB	\$ 21,600
Henry	Clinton	\$ 3,000
Jackson	City of Independence	\$ 12,000
Jasper	Carthage CVB	\$ 5,350
Jasper/	Joplin	\$ 8,700
Johnson	Warrensburg	\$ 3,000
Laclede	City of Lebanon	\$ 3,500
Lafayette	Lexington Tourism	\$ 2,250
Livingston	Greater Chillicothe	\$ 3,000
Marion/Ralls	Hannibal CVB	\$ 12,000
Nodaway	City of Maryville	\$ 4,000
Pettis	Sedalia CVB	\$ 10,000
Phelps	Rolla	\$ 3,000
Platte	Platte County CVB	\$ 1,500
Pulaski	Pulaski County	\$ 5,900
St. Charles	St. Charles CVB	\$ 21,600
St. Louis	Maryland Heights	\$ 6,000
Ste. Genevieve	Ste. Genevieve	\$ 3,960
Taney	Branson	\$ 21,600
	Totals	\$ 257,635

SECTION III. FY2019 ASSESSMENTS - INDIVIDUAL PROJECTS

The following pages reflect the outcome information provided by the participants for each individual FY2019 contract for the MMG.

Fiscal Year 2019 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO:	Buchanan Co. Tourism Board d/b/a St. Joseph CVB	CTL:	5
Project:	FY19 MMG plan for Buchanan County	Contract #:	19-01-016-20

Budget and Expenditures

State Dollars Awarded:	\$47,985.00	State Dollars Reimbursed:	\$47,728.00
Revised Award:	\$0.00	Local Matching Dollars:	\$47,728.00
		Total Project Cost:	\$95,456.00

Marketing Activity Information

Magazine Ads Placed:	29	Billboards Leased:	0	Gross Impressions:	4,938,186
Newspaper Ads Placed:	0	Electronic Marketing:	0		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	13 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	87 %

SEM Activity Information

# of Campaigns:	# of Impressions:
# of Clicks Delivered:	Average Click-through Rate:

Project Outcomes

The Cooperative Marketing Program allowed us additional funding to advertise in outlets not regularly affordable to our DMO and those advertising purchases resulted in more inquiries than could have been generate alone.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY18 to FY19: 2.87%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2019 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Clay County Tourism**

CTL: **6**

Project: **Clay County Tourism MMG FY19 Program**

Contract #: **19-01-019-20**

Budget and Expenditures

State Dollars Awarded: \$134,418.00

State Dollars Reimbursed: \$134,418.00

Revised Award: \$0.00

Local Matching Dollars: \$134,576.00

Total Project Cost: \$268,994.00

Marketing Activity Information

Magazine Ads Placed: 18

Billboards Leased: 4

Gross Impressions: 30,851,123

Newspaper Ads Placed: 0

Electronic Marketing: 34

Travel Insert Ads Placed: 0

Other Marketing Activity: 0

Instate Marketing: 20 %

TV Ads Placed: 0

Radio Ads Placed: 4

Out-of-State Marketing: 80 %

SEM Activity Information

of Campaigns:

of Impressions:

of Clicks Delivered:

Average Click-through Rate:

Project Outcomes

One of Clay County Tourism's overarching goals is to draw attention to its communities and the business' within them. Between Fiscal Years 2018 and 2019 we have seen a considerable rise in visits to our tourism website in addition to an increase in page views and time spent on site. This translates directly to more time spent by website guests navigating content created to promote destinations within Clay County. Digital campaigns placed through the MMG program have allowed Clay County Tourism to reach target markets and Destination Marketing Areas we would not have been able to contact on our own and have led those audiences to our website.

Destination within Clay County benefit from the added exposure of all advertisements placed with the MMG program by having exposure to the large Destination Marketing Areas we are able to advertise them to.

Quantifiable Measurements

(As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY18 to FY19: 4.10%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall: 0.00%

Incremental Trips: 0

Economic Impact: \$0

#Aware Households: 0

Incremental Room Nights: 0

Advertising \$\$ Spent: \$0

Increment Travel: 0.00%

Dollars Spent per Trip: \$0.00

Return on Investment (ROI)

Fiscal Year 2019 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Platte County Visitors Bureau**

CTL: **5**

Project: **Platte County Seasons of Fun Campaign**

Contract #: **19-01-021-20**

Budget and Expenditures

State Dollars Awarded: \$17,030.00

State Dollars Reimbursed: \$17,030.00

Revised Award: \$0.00

Local Matching Dollars: \$17,920.09

Total Project Cost: \$34,950.09

Marketing Activity Information

Magazine Ads Placed: 2	Billboards Leased: 0	Gross Impressions: 11,331,380
Newspaper Ads Placed: 0	Electronic Marketing: 2	
Travel Insert Ads Placed: 0	Other Marketing Activity: 0	Instate Marketing: 5 %
TV Ads Placed: 23	Radio Ads Placed: 0	Out-of-State Marketing: 95 %

SEM Activity Information

of Campaigns:

of Impressions:

of Clicks Delivered:

Average Click-through Rate:

Project Outcomes

Platte County's F19 MMG project utilized Madden Media's Partner Project, which focused on social media – using Facebook ads, storytelling and video – greatly increasing website traffic and activity on Facebook page. Based on web analytics, we were able to see a significant increase on visits to the webpages "Where to Go" and "What to Do." This information will be utilized in future creative. Weston and Parkville's ads in travel insert publications continued an increase in brochure requests both to their each communities and to the CVB office. Parkville utilized TV spots on a limited basis due to budget constraints. Even with limited spots, Parkville did see an increase in web traffic and Facebook page visits when the spots were aired. They deemed the small campaign a success. Overall, the FY19 MMG project was a success with strong results in increasing web traffic and producing an increase in Facebook likes and visits to the Facebook page for all three partners (CVB, Weston and Parkville).

Quantifiable Measurements

(As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY18 to FY19: -4.59%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall: 0.00%	Incremental Trips: 0	Economic Impact: \$0
#Aware Households: 0	Incremental Room Nights 0	Advertising \$\$ Spent: \$0
Increment Travel: 0.00%	Dollars Spent per Trip: \$0.00	Return on Investment (ROI)

Fiscal Year 2019 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO:	Visit KC	CTL:	7
Project:	2018 Summer/Fall and 2019 Winter/Spring	Contract #:	19-01-028-20

Budget and Expenditures

State Dollars Awarded:	\$325,613.00	State Dollars Reimbursed:	\$306,073.47
Revised Award:	\$0.00	Local Matching Dollars:	\$306,073.50
		Total Project Cost:	\$612,146.97

Marketing Activity Information

Magazine Ads Placed:	10	Billboards Leased:	0	Gross Impressions:	78,053,508
Newspaper Ads Placed:	0	Electronic Marketing:	27		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	12 %
TV Ads Placed:	6	Radio Ads Placed:	0	Out-of-State Marketing:	89 %

SEM Activity Information

# of Campaigns:	# of Impressions:
# of Clicks Delivered:	Average Click-through Rate:

Project Outcomes

Utilizing targeted digital advertising and proven mediums, the New Midwest advertising campaign proved to be quite effective and successful. The campaign is reaching a more targeted pool of travelers who are more likely to convert into KC visitors thus creating more visitation and economic impact for the destination. This year included some test markets that performed extremely well. Overall, KC saw \$73M in incremental traveler spending attributed to the leisure media campaign. The increased amount of incremental spending produced an ROI of \$94 on par with last year's record breaking ROI of \$99. The MMG program was a primary source of funding for the campaign.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY18 to FY19:

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	37.00%	Incremental Trips:	99,900	Economic Impact:	\$72,700,000
#Aware Households:	2,100,000	Incremental Room Nights	408,000	Advertising \$\$ Spent:	\$774,000
Increment Travel:	5.00%	Dollars Spent per Trip:	\$645.00	Return on Investment (ROI)	\$94.00

Fiscal Year 2019 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Kirksville Area Chamber of Commerce**
Project: **Experience Kirksville III**

CTL: **2**
Contract #: **19-02-007-20**

Budget and Expenditures

State Dollars Awarded:	\$4,458.00	State Dollars Reimbursed:	\$3,421.57
Revised Award:	\$0.00	Local Matching Dollars:	\$4,459.00
		Total Project Cost:	\$7,880.57

Marketing Activity Information

Magazine Ads Placed:	3	Billboards Leased:	1	Gross Impressions:	2,309,178
Newspaper Ads Placed:	0	Electronic Marketing:	0		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	12 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	89 %

SEM Activity Information

# of Campaigns:	# of Impressions:
# of Clicks Delivered:	Average Click-through Rate:

Project Outcomes

The MMG project helped us target more potential Iowa and Illinois visitors. The reader service that the AAA Living magazines provide helps us measure the return on investment of those ads. Our lodging tax income is up over last year.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY18 to FY19: -6.69%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2019 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: City of Hannibal CVB

CTL: 4

Project: Write Your Own Story in Hannibal, MO

Contract #: 19-02-009-20

Budget and Expenditures

State Dollars Awarded: \$47,985.00

State Dollars Reimbursed: \$47,985.00

Revised Award: \$0.00

Local Matching Dollars: \$47,985.00

Total Project Cost: \$95,970.00

Marketing Activity Information

Magazine Ads Placed: 0	Billboards Leased: 0	Gross Impressions: 23,143,668
Newspaper Ads Placed: 0	Electronic Marketing: 8	
Travel Insert Ads Placed: 0	Other Marketing Activity: 0	Instate Marketing: 50 %
TV Ads Placed: 0	Radio Ads Placed: 0	Out-of-State Marketing: 50 %

SEM Activity Information

of Campaigns:

of Impressions:

of Clicks Delivered:

Average Click-through Rate:

Project Outcomes

The Matching Marketing Grant (MMG) allowed us to expand our digital marketing campaign to target specific demographics we have ascertained as potential visitors, serving them relevant vacation information on a familiar and easy to use platform. The expanded efforts allowed us to share our message to a larger audience. Specifically, we were able to increase our spend on Pandora and Facebook which resulted in a greater digital presence for us. Without the opportunity to partner with the Missouri Division of Tourism through the MMG, our leisure traveling marketing plan would be negatively impacted. The ability to reach new visitors that we have targeted would decrease significantly. During the difficult weather we dealt with this year, ongoing promotion was vital to letting people know that Hannibal was open for business and the historic downtown was not affected by high water. Not only are we benefiting from this project but we are providing relevant, audience specific information to audiences about how they can make memories by visiting Mark Twain's Hometown and other attractions in Northeast Missouri on their preferred leisure digital platforms. Leisure travel is a choice and has been proven to have health benefits, although statistics show Americans are taking fewer vacations. The opportunity to get information out about leisure destinations like Hannibal that promote memory-making benefits not only the Missouri economy, but also the visitors that take time away to recharge through travel.

Quantifiable Measurements

(As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY18 to FY19: 5.68%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall: 0.00%	Incremental Trips: 0	Economic Impact: \$0
#Aware Households: 0	Incremental Room Nights 0	Advertising \$\$ Spent: \$0
Increment Travel: 0.00%	Dollars Spent per Trip: \$0.00	Return on Investment (ROI)

Fiscal Year 2019 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Washington Area Chamber of Commerce**

CTL: **4**

Project: **Washington/Franklin Advertising**

Contract #: **19-02-011-20**

Budget and Expenditures

State Dollars Awarded: \$12,826.00

State Dollars Reimbursed: \$12,619.00

Revised Award: \$12,826.00

Local Matching Dollars: \$12,827.00

Total Project Cost: \$25,446.00

Marketing Activity Information

Magazine Ads Placed: 17 Billboards Leased: 0 Gross Impressions: 4,551,800

Newspaper Ads Placed: 0 Electronic Marketing: 0

Travel Insert Ads Placed: 0 Other Marketing Activity: 0 Instate Marketing: 51 %

TV Ads Placed: 0 Radio Ads Placed: 0 Out-of-State Marketing: 49 %

SEM Activity Information

of Campaigns: # of Impressions:

of Clicks Delivered: Average Click-through Rate:

Project Outcomes

By receiving these funds through the MMG Grant, we have been able to allocate other funds to certain marketing opportunities that were not available through the grant. Some of these opportunities include marketing outlets throughout the St. Louis area, local radio stations, etc. Also, because of having partnerships with the chosen publications (through MMG), we were able to receive special pricing for certain advertisements that we would not have otherwise been able to acquire.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY18 to FY19: -2.65%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall: 0.00% Incremental Trips: 0 Economic Impact: \$0

#Aware Households: 0 Incremental Room Nights 0 Advertising \$\$ Spent: \$0

Increment Travel: 0.00% Dollars Spent per Trip: \$0.00 Return on Investment (ROI)

Fiscal Year 2019 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Moberly Area Chamber of Commerce**
Project: **Show Me Moberly**

CTL: **2**
Contract #: **19-02-020-20**

Budget and Expenditures

State Dollars Awarded:	\$9,210.00	State Dollars Reimbursed:	\$8,014.27
Revised Award:	\$0.00	Local Matching Dollars:	\$16,029.00
		Total Project Cost:	\$24,043.27

Marketing Activity Information

Magazine Ads Placed:	0	Billboards Leased:	0	Gross Impressions:	1,640,310
Newspaper Ads Placed:	0	Electronic Marketing:	23		
Travel Insert Ads Placed:	0	Other Marketing Activity:	6	Instate Marketing:	39 %
TV Ads Placed:	2	Radio Ads Placed:	0	Out-of-State Marketing:	61 %

SEM Activity Information

# of Campaigns:	6	# of Impressions:	162,014
# of Clicks Delivered:	4,800	Average Click-through Rate:	3.34%

Project Outcomes

The MMG provided our destination the ability to market to tourists and travelers. Without this grant we would not have the ability to do this amount of marketing. We are a small community and it helps tremendously to have the support of the State of Missouri. One of specific examples where we saw a return on one of our ads was that we had two people travel from Illinois to the Christmas Craft Show that was held las November. They drove two hours to travel to Moberly and I'm sure that they did many other things while they were here. Additionally, we had fantastic engagement on the majority of our digital ads. Attractions, restaurants and shops that people had never been to or heard about were the topics of conversations on social media. Not only did we see positive reaction on social media, but our website views increased by 203.54% this past year, which proves that our digital ads and SEM were effective.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY18 to FY19: 5.74%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2019 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO:	City of St. Charles Tourism Department	CTL:	6
Project:	Greater Saint Charles MO Destination Advertising FY19	Contract #:	19-02-024-20

Budget and Expenditures

State Dollars Awarded:	\$188,513.00	State Dollars Reimbursed:	\$188,513.00
Revised Award:	\$0.00	Local Matching Dollars:	\$188,513.00
		Total Project Cost:	\$377,026.00

Marketing Activity Information

Magazine Ads Placed:	26	Billboards Leased:	0	Gross Impressions:	964,509,776
Newspaper Ads Placed:	0	Electronic Marketing:	39		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	23 %
TV Ads Placed:	3,415	Radio Ads Placed:	440	Out-of-State Marketing:	77 %

SEM Activity Information

# of Campaigns:	# of Impressions:
# of Clicks Delivered:	Average Click-through Rate:

Project Outcomes

The MMG funding has had a valuable impact on our ability to utilize print, radio, television and web platforms in marketing our destination. This allows us to reach a large number of prospective visitors, promoting both our destination and St. Charles County attractions.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY18 to FY19: 3.02%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2019 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **St. Louis CVC**

CTL: **8**

Project: **FY2019 Destination Advertising**

Contract #: **19-02-025-20**

Budget and Expenditures

State Dollars Awarded: \$325,613.00

State Dollars Reimbursed: \$325,613.00

Revised Award: \$0.00

Local Matching Dollars: \$325,613.00

Total Project Cost: \$651,226.00

Marketing Activity Information

Magazine Ads Placed:	0	Billboards Leased:	0	Gross Impressions:	10,774,720
Newspaper Ads Placed:	0	Electronic Marketing:	0		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	25 %
TV Ads Placed:	3,320	Radio Ads Placed:	0	Out-of-State Marketing:	75 %

SEM Activity Information

of Campaigns:

of Impressions:

of Clicks Delivered:

Average Click-through Rate:

Project Outcomes

During 2019, Explore St. Louis was able to build on the momentum of the successful "In the Know" campaign featuring Sterling K. Brown. Additional celebrities including John Goodman, Jackie Joyner-Kersey and Andy Cohen were added, which allowed the campaign's reach and ratings to continue to grow. Explore St. Louis was also able to increase its media budget for FY19, which contributed to a significant rise in the "In the Know" campaign's household awareness over FY18 (10,755,751 vs. 9,722,716). With an increased budget, more consumers were exposed to multiple components of the 2019 campaign as compared to past years. This media overlap resulted in an increase in interest and awareness, which in turn contributed to a significant increase in influenced trips – 628,042 in 2019 vs. 595,481 in 2018. Nearly \$700 million in visitor spending was brought to the city as a result of Explore St. Louis' FY19 advertising campaign.

Quantifiable Measurements

(As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY18 to FY19:

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	52.00%	Incremental Trips:	690,206	Economic Impact:	\$695,727,648
#Aware Households:	11,478,598	Incremental Room Nights	0	Advertising \$\$ Spent:	\$2,128,312
Increment Travel:	6.00%	Dollars Spent per Trip:	\$1,008.00	Return on Investment (ROI)	\$327.00

Fiscal Year 2019 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: City of Columbia CVB

CTL: 6

Project: CCVB Marketing FY19

Contract #: 19-03-001-20

Budget and Expenditures

State Dollars Awarded: \$92,141.00

State Dollars Reimbursed: \$92,141.00

Revised Award: \$0.00

Local Matching Dollars: \$92,336.50

Total Project Cost: \$184,477.50

Marketing Activity Information

Magazine Ads Placed: 13

Billboards Leased: 2

Gross Impressions: 75,234,070

Newspaper Ads Placed: 0

Electronic Marketing: 8

Travel Insert Ads Placed: 0

Other Marketing Activity: 1

Instate Marketing: 70 %

TV Ads Placed: 0

Radio Ads Placed: 0

Out-of-State Marketing: 30 %

SEM Activity Information

of Campaigns: 1

of Impressions: 1,011,558

of Clicks Delivered: 32,251

Average Click-through Rate: 3.19%

Project Outcomes

As in years past, the MMG from the PMF program has allowed our CVB to better promote and market our destination. Using a combination of digital, traditional print and outdoor along with other marketing components not included in the MMG program, we were able to reach well over 70 million targeted, potential visitors. We have continued to build on our improved brand and marketing campaigns, including an expansion of the Meet CoMo campaign, which showcases local Columbians and what they love about the destination. This program truly allows our CVB to reach new heights in promoting Columbia. In addition to creating awareness of Columbia as a destination, it enables us to explore new markets, new tactics and new creative visions. Each year we receive MMG funds, we are able to better establish Columbia as a destination that provides a positive and unexpected experience.

Quantifiable Measurements

(As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY18 to FY19: -0.60%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall: 0.00%

Incremental Trips: 0

Economic Impact: \$0

#Aware Households: 0

Incremental Room Nights: 0

Advertising \$\$ Spent: \$0

Increment Travel: 0.00%

Dollars Spent per Trip: \$0.00

Return on Investment (ROI)

Fiscal Year 2019 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Clinton Tourism Association, Inc.**

CTL: **2**

Project: **Clinton Tourism FY19**

Contract #: **19-03-002-20**

Budget and Expenditures

State Dollars Awarded: \$4,866.00

State Dollars Reimbursed: \$2,127.00

Revised Award: \$0.00

Local Matching Dollars: \$1,418.00

Total Project Cost: \$3,545.00

Marketing Activity Information

Magazine Ads Placed: 2	Billboards Leased: 0	Gross Impressions: 42,957
Newspaper Ads Placed: 0	Electronic Marketing: 0	
Travel Insert Ads Placed: 0	Other Marketing Activity: 0	Instate Marketing: 88 %
TV Ads Placed: 0	Radio Ads Placed: 0	Out-of-State Marketing: 11 %

SEM Activity Information

of Campaigns:

of Impressions:

of Clicks Delivered:

Average Click-through Rate:

Project Outcomes

Our Missouri Life magazine ads helped drive visitors to Clinton. They came to town for fishing, hiking, biking, hunting, shopping and much more. We were able to track our visitors by our bed tax, our fishing tournaments and by talking with the people who came into the Chamber of Commerce/Visitor Center.

Quantifiable Measurements

(As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY18 to FY19: 2.21%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall: 0.00%	Incremental Trips: 0	Economic Impact: \$0
#Aware Households: 0	Incremental Room Nights 0	Advertising \$\$ Spent: \$0
Increment Travel: 0.00%	Dollars Spent per Trip: \$0.00	Return on Investment (ROI)

Fiscal Year 2019 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: City of Lebanon

CTL: 3

Project: Lebanon/Laclede County LTM Campaign

Contract #: 19-03-005-20

Budget and Expenditures

State Dollars Awarded: \$21,265.00

State Dollars Reimbursed: \$17,526.00

Revised Award: \$0.00

Local Matching Dollars: \$17,525.50

Total Project Cost: \$35,051.50

Marketing Activity Information

Magazine Ads Placed:	20	Billboards Leased:	0	Gross Impressions:	7,660,351
Newspaper Ads Placed:	0	Electronic Marketing:	10		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	50 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	50 %

SEM Activity Information

of Campaigns:

of Impressions:

of Clicks Delivered:

Average Click-through Rate:

Project Outcomes

The MMG Project continues to allow Lebanon/Laclede County the ability to advertise our destination and its amenities through various media partners on a consistent basis resulting in continuous and stable growth in visitation and lodging tax collection. This year we were able to launch a new tourism website for Lebanon and Laclede County Tourism. Previously, tourism was only a few pages listed under the City of Lebanon website. Since its live date of May 1st, the website captured over 20,000 visitors in just one month.

Quantifiable Measurements

(As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY18 to FY19: 2.44%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2019 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Jefferson City CVB**

CTL: **5**

Project: **Visual Asset Procurement**

Contract #: **19-03-006-15**

Budget and Expenditures

State Dollars Awarded: \$4,075.00

State Dollars Reimbursed: \$0.00

Revised Award: \$0.00

Local Matching Dollars: \$23,934.00

Total Project Cost: \$23,934.00

Marketing Activity Information

Magazine Ads Placed: 7 Billboards Leased: 4 Gross Impressions: 10,815,897

Newspaper Ads Placed: 0 Electronic Marketing: 2

Travel Insert Ads Placed: 0 Other Marketing Activity: 0 Instate Marketing: 44 %

TV Ads Placed: 0 Radio Ads Placed: 0 Out-of-State Marketing: 56 %

SEM Activity Information

of Campaigns: # of Impressions:

of Clicks Delivered: Average Click-through Rate:

Project Outcomes

The MMG program allows the Jefferson City CVB to increase advertising dollars with the cost sharing program. With the extra money, we are able to expand into various markets reaching more potential visitors. The outcome is usually positive leading to increased website traffic, brand awareness and overnight stays in our hotels, thus leaving a positive impact on economic development for Jefferson City. The program also helps us build strong relationships with advertising vendors helping us achieve our goals and reach our target audience.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY18 to FY19: 4.62%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall: 0.00% Incremental Trips: 0 Economic Impact: \$0

#Aware Households: 0 Incremental Room Nights 0 Advertising \$\$ Spent: \$0

Increment Travel: 0.00% Dollars Spent per Trip: \$0.00 Return on Investment (ROI)

Fiscal Year 2019 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO:	Lake of the Ozarks Tri-County Lodging Association	CTL:	6
Project:	Lake of the Ozarks Advertising Campaign	Contract #:	19-03-006-20

Budget and Expenditures

State Dollars Awarded:	\$188,513.00	State Dollars Reimbursed:	\$188,513.00
Revised Award:	\$0.00	Local Matching Dollars:	\$188,617.75
		Total Project Cost:	\$377,130.75

Marketing Activity Information

Magazine Ads Placed:	0	Billboards Leased:	0	Gross Impressions:	62,922,445
Newspaper Ads Placed:	0	Electronic Marketing:	39		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	1 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	99 %

SEM Activity Information

# of Campaigns:	94	# of Impressions:	2,737,064
# of Clicks Delivered:	403,571	Average Click-through Rate:	6.39%

Project Outcomes

The Missouri Department of Revenue reported the FY2019 Sales/Use Tax for the three counties (Camden/Miller/Morgan) finished ahead of FY2018 Sales/Use Tax by a combined 3.02% or up \$44,587,190. Please see attached Department of Revenue Summary Report for FY19 compared to FY18. Additionally, according to the Camden, Miller and Morgan County Collectors, Lodging Tax revenues for FY19 finished ahead of FY18 by 0.41% or up \$7,283 representing an approximate \$242,667 in additional lodging revenues. Lodging Tax collections for FY19 was the best collections year the DMO has experienced in the past 19 years. This project has allowed the DMO to enhance the Lake of the Ozarks and the Missouri brands to millions of visitors in our target market areas while strengthening our financial partnerships with the City of Osage Beach and the Camden and Miller County Commissioners.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY18 to FY19: 3.02%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2019 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Benton County Tourism and Recreation Corp.**

CTL: **1**

Project: **Benton County Tourism & Recreation**

Contract #: **19-03-013-20**

Budget and Expenditures

State Dollars Awarded: \$3,849.00

State Dollars Reimbursed: \$3,849.00

Revised Award: \$0.00

Local Matching Dollars: \$3,849.00

Total Project Cost: \$7,698.00

Marketing Activity Information

Magazine Ads Placed: 4	Billboards Leased: 0	Gross Impressions: 645,000
Newspaper Ads Placed: 0	Electronic Marketing: 0	
Travel Insert Ads Placed: 0	Other Marketing Activity: 0	Instate Marketing: 100 %
TV Ads Placed: 0	Radio Ads Placed: 0	Out-of-State Marketing: 0 %

SEM Activity Information

of Campaigns:

of Impressions:

of Clicks Delivered:

Average Click-through Rate:

Project Outcomes

Being a small DMO, we are able to stretch our advertising dollars and reach more potential tourists with print advertising.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY18 to FY19: -1.78%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall: 0.00%	Incremental Trips: 0	Economic Impact: \$0
#Aware Households: 0	Incremental Room Nights 0	Advertising \$\$ Spent: \$0
Increment Travel: 0.00%	Dollars Spent per Trip: \$0.00	Return on Investment (ROI)

Fiscal Year 2019 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: City of Boonville Tourism Department
Project: Advertising Billboard Campaign for Portlier

CTL: 1
Contract #: 19-03-014-20

Budget and Expenditures

State Dollars Awarded:	\$2,742.00	State Dollars Reimbursed:	\$1,541.65
Revised Award:	\$0.00	Local Matching Dollars:	\$11,441.33
		Total Project Cost:	\$12,982.98

Marketing Activity Information

Magazine Ads Placed:	0	Billboards Leased:	3	Gross Impressions:	8,688,000
Newspaper Ads Placed:	0	Electronic Marketing:	0		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	100 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	0 %

SEM Activity Information

# of Campaigns:	# of Impressions:
# of Clicks Delivered:	Average Click-through Rate:

Project Outcomes

This MMG project allows us to be more seen by travelers along I-70 that may be traveling cross-country, state to state or just within the state. With our limited budget, this grant has allowed us to add an additional billboard, which we feel for our destination, is a very helpful marketing outlet. With this exposure, we are able to increase our drive by traffic into town for rest stops, overnight stays and possible future stays. We have seen and heard several visitors comment that it was our billboard that drew them to get off and come into town. Once they are here, we have seen short stops turn into longer stays and people that have said they would be back for a future and longer stay.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY18 to FY19: 4.48%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights:	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2019 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Pulaski County Visitors Bureau**
Project: **Pulaski FY19**

CTL: **4**
Contract #: **19-03-022-20**

Budget and Expenditures

State Dollars Awarded:	\$40,649.00	State Dollars Reimbursed:	\$38,017.17
Revised Award:	\$0.00	Local Matching Dollars:	\$40,649.00
		Total Project Cost:	\$78,666.17

Marketing Activity Information

Magazine Ads Placed:	10	Billboards Leased:	6	Gross Impressions:	34,301,292
Newspaper Ads Placed:	0	Electronic Marketing:	2		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	77 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	23 %

SEM Activity Information

# of Campaigns:	# of Impressions:
# of Clicks Delivered:	Average Click-through Rate:

Project Outcomes

The grant program has allowed our Bureau to invest in a multitude of marketing mediums, extending our marketing reach. Investing into digital campaigns, national and state publications, and billboards placed in feeder markets and high traffic locations brings brand awareness to our destination in addition to opportunities to increase visitation. Matching dollars allows us to also invest additional marketing dollars in other marketing opportunities that meet our destination needs be it niche specific publications, radio, tradeshow and marketplaces.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY18 to FY19: -0.27%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2019 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Sedalia Convention & Visitors Bureau**
Project: **2019 Sedalia Leisure Marketing**

CTL: **2**
Contract #: **19-03-023-20**

Budget and Expenditures

State Dollars Awarded:	\$8,325.00	State Dollars Reimbursed:	\$2,725.00
Revised Award:	\$0.00	Local Matching Dollars:	\$5,278.81
		Total Project Cost:	\$8,003.81

Marketing Activity Information

Magazine Ads Placed:	4	Billboards Leased:	0	Gross Impressions:	86,652
Newspaper Ads Placed:	0	Electronic Marketing:	11,196		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	20 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	80 %

SEM Activity Information

# of Campaigns:	# of Impressions:
# of Clicks Delivered:	Average Click-through Rate:

Project Outcomes

With additional funds for marketing, we expanded the digital campaign with YouTube. Lodging tax increased as well as the revenue in county NAICS codes.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY18 to FY19: 3.96%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights:	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2019 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Warrensburg Convention and Visitors Bureau**
Project: **FY18-19 Media Plan**

CTL: **3**
Contract #: **19-03-029-20**

Budget and Expenditures

State Dollars Awarded:	\$7,161.00	State Dollars Reimbursed:	\$6,043.00
Revised Award:	\$0.00	Local Matching Dollars:	\$6,144.50
		Total Project Cost:	\$12,187.50

Marketing Activity Information

Magazine Ads Placed:	10	Billboards Leased:	0	Gross Impressions:	1,355,000
Newspaper Ads Placed:	0	Electronic Marketing:	0		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	95 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	5 %

SEM Activity Information

# of Campaigns:	# of Impressions:
# of Clicks Delivered:	Average Click-through Rate:

Project Outcomes

The MMG allowed the WCVB to continue the momentum we'd made in 2017 with our general awareness campaign. The WCVB Visitor Center's number of guests increased by 50+%. We were able to build relationships and assist several Johnson County attractions by incorporating their events on our ads (Powell Gardens, Knob Noster State Park and Whiteman Air Force Base – Wings Over Whiteman Air Show).

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY18 to FY19: 29.47%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2019 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Springfield CVB**

CTL: **7**

Project: **FY19 Leisure Marketing Campaign**

Contract #: **19-04-012-20**

Budget and Expenditures

State Dollars Awarded: \$294,765.00

State Dollars Reimbursed: \$294,765.00

Revised Award: \$0.00

Local Matching Dollars: \$404,876.00

Total Project Cost: \$699,641.00

Marketing Activity Information

Magazine Ads Placed: 2	Billboards Leased: 0	Gross Impressions: 165,146,309
Newspaper Ads Placed: 0	Electronic Marketing: 16	
Travel Insert Ads Placed: 0	Other Marketing Activity: 34	Instate Marketing: 18 %
TV Ads Placed: 1,054	Radio Ads Placed: 104	Out-of-State Marketing: 82 %

SEM Activity Information

# of Campaigns: 34	# of Impressions: 4,645,196
# of Clicks Delivered: 353,054	Average Click-through Rate: 7.60%

Project Outcomes

The MMG has become an integral part of our leisure marketing campaign. Not only does the match extend our ability to reach more visitors, it allows us to bring additional partners to the table. Bass Pro Shops and the Springfield Cardinals help us meet and exceed the match every year. Finally, our ability to participate give us an advocacy boost locally. We are a more credible organization because of our partnership with the division of tourism through the MMG program.

Quantifiable Measurements

(As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY18 to FY19:

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall: 39.50%	Incremental Trips: 140,100	Economic Impact: \$93,300,000
#Aware Households: 7,400,000	Incremental Room Nights 743,000	Advertising \$\$ Spent: \$1,000,200
Increment Travel: 1.90%	Dollars Spent per Trip: \$666.00	Return on Investment (ROI) \$91.00

Fiscal Year 2019 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Branson/Lakes Area Chamber of Commerce/CVB**

CTL: **7**

Project: **Spring/Summer Television**

Contract #: **19-04-015-20**

Budget and Expenditures

State Dollars Awarded: \$325,613.00

State Dollars Reimbursed: \$325,613.00

Revised Award: \$0.00

Local Matching Dollars: \$325,613.00

Total Project Cost: \$651,226.00

Marketing Activity Information

Magazine Ads Placed:	0	Billboards Leased:	0	Gross Impressions:	42,199,000
Newspaper Ads Placed:	0	Electronic Marketing:	0		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	0 %
TV Ads Placed:	874	Radio Ads Placed:	0	Out-of-State Marketing:	100 %

SEM Activity Information

of Campaigns:

of Impressions:

of Clicks Delivered:

Average Click-through Rate:

Project Outcomes

Funds received from the MDT provide a significant impact to the Branson CVB marketing efforts. Receiving these additional dollars allow the CVB to extend both the reach and frequency of our marketing message. The co-op funds enable us to extend our shoulder seasons, providing extra support in the critical spring timeframe, helping to bolster spring break visitation and further boost the pump for summer travel to Branson. Additionally, the co-op marketing monies allow the CVB to continue investing in opportunity markets, and national cable, which provides a platform to invite new visitors who would likely not hear our message otherwise.

Quantifiable Measurements

(As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY18 to FY19:

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	41.00%	Incremental Trips:	434,000	Economic Impact:	\$559,400,000
#Aware Households:	36,000,000	Incremental Room Nights	1,800,000	Advertising \$\$ Spent:	\$5,400,000
Increment Travel:	1.20%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	\$104.00

Fiscal Year 2019 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: Carthage CVB

CTL: 4

Project: Jasper County 2018-2019

Contract #: 19-04-018-20

Budget and Expenditures

State Dollars Awarded: \$15,806.00

State Dollars Reimbursed: \$14,496.00

Revised Award: \$0.00

Local Matching Dollars: \$15,806.00

Total Project Cost: \$30,302.00

Marketing Activity Information

Magazine Ads Placed: 6 Billboards Leased: 0 Gross Impressions: 3,163,775

Newspaper Ads Placed: 0 Electronic Marketing: 4

Travel Insert Ads Placed: 0 Other Marketing Activity: 0 Instate Marketing: 35 %

TV Ads Placed: 0 Radio Ads Placed: 0 Out-of-State Marketing: 65 %

SEM Activity Information

of Campaigns: # of Impressions:

of Clicks Delivered: Average Click-through Rate:

Project Outcomes

As a small CVB, Carthage heavily depends on the MMG program to help with marketing we would not otherwise afford. In addition, the assistance of the Division is valuable in providing advice and research on opportunities a one-person office needs. As for the Joplin CVB, the MMG program had a significant impact on Joplin's increase in leisure travel visibility, though VisitJoplinMO.com in both travel planning and destination inquiries. This funded support the launch of a new website during the same period.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY18 to FY19: -11.15%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall: 0.00% Incremental Trips: 0 Economic Impact: \$0

#Aware Households: 0 Incremental Room Nights 0 Advertising \$\$ Spent: \$0

Increment Travel: 0.00% Dollars Spent per Trip: \$0.00 Return on Investment (ROI)

Fiscal Year 2019 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Chamber of Commerce of Table Rock Lake/Kimberling City Area** CTL: **5**
Project: **My Table Rock Lake** Contract #: **19-04-027-20**

Budget and Expenditures

State Dollars Awarded:	\$294,372.00	State Dollars Reimbursed:	\$292,199.47
Revised Award:	\$0.00	Local Matching Dollars:	\$292,200.00
		Total Project Cost:	\$584,399.47

Marketing Activity Information

Magazine Ads Placed:	12	Billboards Leased:	0	Gross Impressions:	102,611,143
Newspaper Ads Placed:	0	Electronic Marketing:	13		
Travel Insert Ads Placed:	0	Other Marketing Activity:	2	Instate Marketing:	18 %
TV Ads Placed:	3,755	Radio Ads Placed:	0	Out-of-State Marketing:	82 %

SEM Activity Information

# of Campaigns:	2	# of Impressions:	
# of Clicks Delivered:	106,934	Average Click-through Rate:	5.90%

Project Outcomes

Without funding from the MMG project, we would not be able to produce this kind of positive impact on visitation to Table Rock Lake. As an organization not directly funded by a lodging or tourism tax, these results would not be possible to achieve without the MMG project. The increase in sales tax in Stone County and an ROI of \$144, determined by our ad effectiveness study, demonstrates without a doubt that the MMG project is crucial to our continued success in bringing visitors to Missouri and Tabled Rock Lake.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY18 to FY19:

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	49.00%	Incremental Trips:	66,000	Economic Impact:	\$63,400,000
#Aware Households:	2,800,000	Incremental Room Nights	0	Advertising \$\$ Spent:	\$440,000
Increment Travel:	2.40%	Dollars Spent per Trip:	\$952.00	Return on Investment (ROI)	\$144.00

Fiscal Year 2019 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: City of Cuba Tourism Commission

CTL: 2

Project: Crawford County Tourism Marketing Program

Contract #: 19-05-010-20

Budget and Expenditures

State Dollars Awarded: \$14,229.00

State Dollars Reimbursed: \$3,652.00

Revised Award: \$0.00

Local Matching Dollars: \$12,548.00

Total Project Cost: \$16,200.00

Marketing Activity Information

Magazine Ads Placed: 3 Billboards Leased: 0 Gross Impressions: 1,513,385

Newspaper Ads Placed: 0 Electronic Marketing: 0

Travel Insert Ads Placed: 0 Other Marketing Activity: 0 Instate Marketing: 72 %

TV Ads Placed: 15 Radio Ads Placed: 0 Out-of-State Marketing: 28 %

SEM Activity Information

of Campaigns: # of Impressions:

of Clicks Delivered: Average Click-through Rate:

Project Outcomes

The MMG was helpful in the City of Cuba. We utilized more print media byway of expending only 50% of the funds.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY18 to FY19: -7.10%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall: 0.00% Incremental Trips: 0 Economic Impact: \$0

#Aware Households: 0 Incremental Room Nights 0 Advertising \$\$ Spent: \$0

Increment Travel: 0.00% Dollars Spent per Trip: \$0.00 Return on Investment (ROI)

Fiscal Year 2019 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Cape Girardeau Chamber of Commerce/CVB**

CTL: **4**

Project: **VisitCape**

Contract #: **19-05-017-20**

Budget and Expenditures

State Dollars Awarded: \$29,495.00

State Dollars Reimbursed: \$20,542.74

Revised Award: \$0.00

Local Matching Dollars: \$29,496.00

Total Project Cost: \$50,038.74

Marketing Activity Information

Magazine Ads Placed: 24 Billboards Leased: 0 Gross Impressions: 3,743,878

Newspaper Ads Placed: 0 Electronic Marketing: 7,371

Travel Insert Ads Placed: 0 Other Marketing Activity: 0 Instate Marketing: 28 %

TV Ads Placed: 0 Radio Ads Placed: 0 Out-of-State Marketing: 72 %

SEM Activity Information

of Campaigns: # of Impressions:

of Clicks Delivered: Average Click-through Rate:

Project Outcomes

The impact for our leisure traveleres has increased based on the number of interactions that the hotel staff has encountered which has been driven by ads and website traffic. We went through a website upgrade and changes but rebounded very quickly due to the ability to advertise more broadly because of the co-op funding that we receive. We are level with the 2016-2017 insight website traffic and with the additional campaigns and engagements and content that includes video we will surpass our previous website visits and session duration.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY18 to FY19: 3.72%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall: 0.00% Incremental Trips: 0 Economic Impact: \$0

#Aware Households: 0 Incremental Room Nights 0 Advertising \$\$ Spent: \$0

Increment Travel: 0.00% Dollars Spent per Trip: \$0.00 Return on Investment (ROI)

Fiscal Year 2019 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **City of Ste. Genevieve Tourism Department**
Project: **Ste. Genevieve DMO MMG**

CTL: **3**
Contract #: **19-05-026-20**

Budget and Expenditures

State Dollars Awarded:	\$4,113.00	State Dollars Reimbursed:	\$3,270.00
Revised Award:	\$0.00	Local Matching Dollars:	\$4,227.00
		Total Project Cost:	\$7,497.00

Marketing Activity Information

Magazine Ads Placed:	3	Billboards Leased:	0	Gross Impressions:	5,228,385
Newspaper Ads Placed:	0	Electronic Marketing:	0		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	40 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	60 %

SEM Activity Information

# of Campaigns:	# of Impressions:
# of Clicks Delivered:	Average Click-through Rate:

Project Outcomes

The MMG funds helped our DMO be able to participate in both the 2018 Fall/Winter Vacation Guide and the 2019 Spring/Summer Vacation Guide. These two print publications have a combined circulation of over 4,620,000 households with a 70% out-of-state reach. The Vacation Guide is a very expensive undertaking for a small DMO, but via the MMG gran we were pleased to participate with and contribute to the common marketing goals of the state and our destination. By showing out-of-state (and some in-state) leisure travelers what a variety of experiences await them in the great state of Missouri, we are helping to build demand in these markets.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY18 to FY19: 3.29%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2019 Program Summary

Individual Contract Data for Marketing Matching Grant